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Transforming Marriott's Content Marketing: Marriott Traveler

Alex Edlund
Marriott

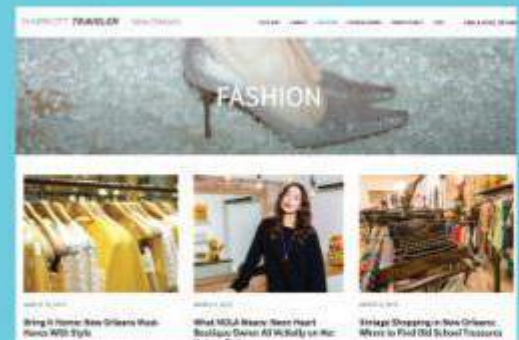
The leading industry event by digital marketers for digital marketers

INCEPTION OF MARRIOTT TRAVELER



MARRIOTT TRAVELER

CONTENT >> COMMUNITY >> COMMERCE



NEW ORLEANS

ORLANDO

CHICAGO

MARRIOTT TRAVELER: QUESTIONS BEFORE STARTING

1. CONTENT

What is our content strategy?

Who owns content creation?

Which destinations?

What are the content sources?

2. DISTRIBUTION

What is our distribution plan?

What mediums will we use to

distribute the content?

**Sequencing and prioritization of
content calendar?**

5. OWNERSHIP

Who owns this project?

Who should be involved in this

project? **Who will lead this project?**

APPROACH

3. MEASUREMENT

Strategic Goals?

How will we track and measure
success? **KPI's & Metrics?**

What is success?

4. TECHNOLOGY

Who are the technology providers?

Which platform will we use?

What tools and vendors do we need to
accomplish this?

MARRIOTT TRAVELER: OUR APPROACH

Measurement: Lift and shift perception of Marriott as a travel brand, grow search visibility and commerce. KPI's include reach and engagement, search rankings and room night growth

Content: Three cities, New Orleans, Orlando and Chicago. Content Studio leads with influencers, brands and employees supporting

Ownership: Joint venture between Marriott Digital + Content Studio

Technology: Use more flexible CMS with current web analytics platform. Reach out to content creation platforms to scale initiative

Distribution: Balanced paid, owned and earned distribution strategy with emphasis in search, social and content discovery networks. Focus on marquee content with aggressive placement early launch



MARRIOTT TRAVELER

New Orleans

CITIES

CULTURE

FAMILY

FASHION

FOOD & DRINK

TRAVELCRAFT

ZEN

FIND A HOTEL ON MARRIOTT.COM

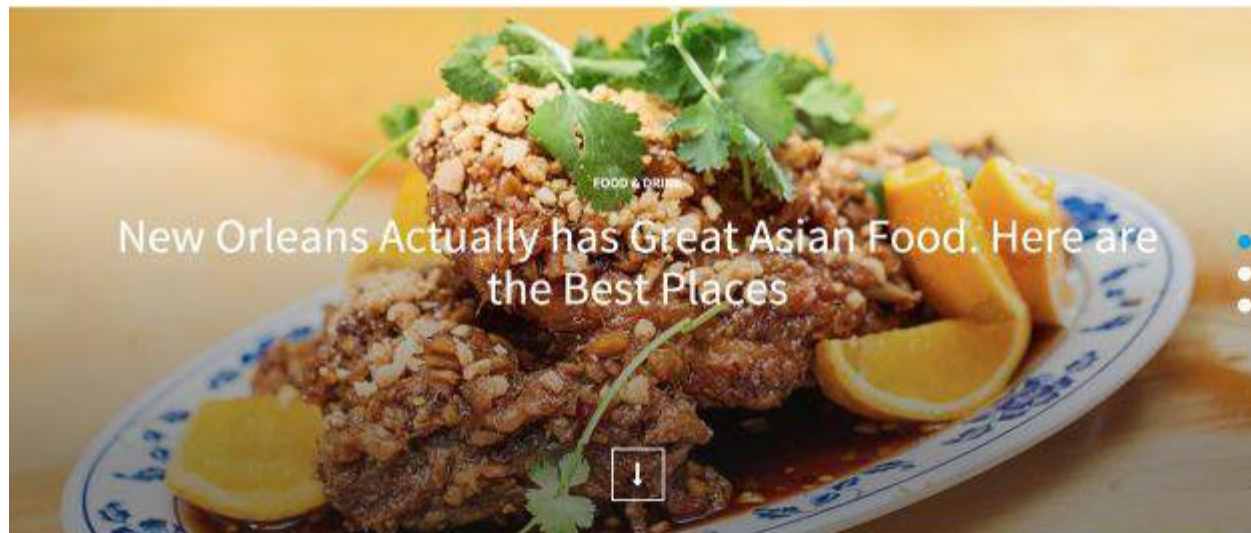
NEW ORLEANS

Experience New Orleans like a local, curated for you by Marriott

11:51 am



84°F / 29°C



TRENDING NOW



CONTENT – Leading by Example

MARRIOTT *TRAVELER*

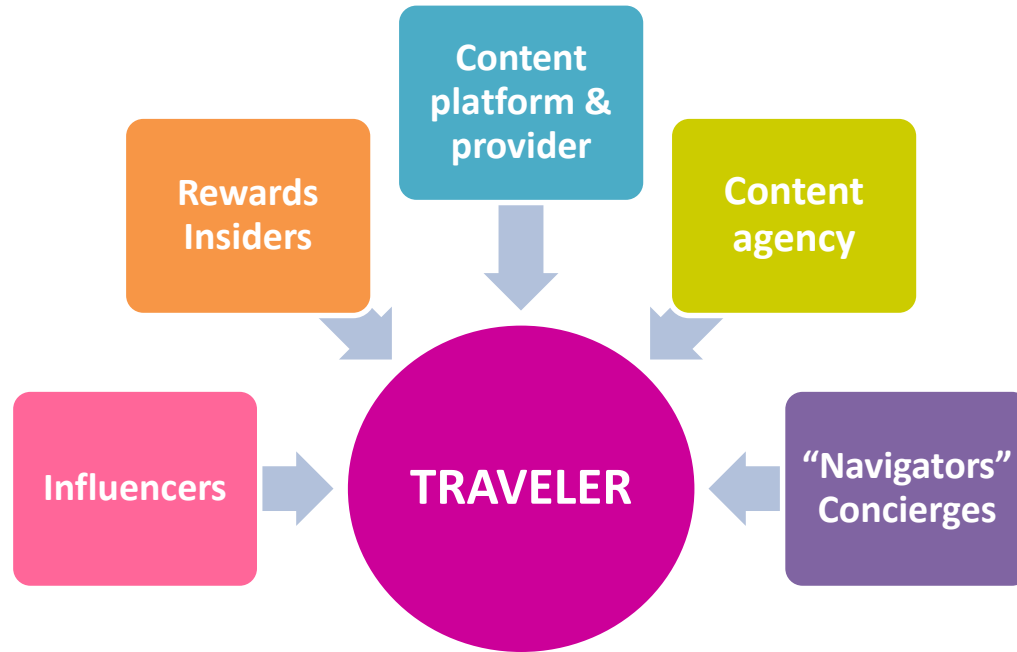
CONTENT: THE EXPERIENCE

To deliver content that tells a story of the different ways people can enjoy a city. We want the audience to discover cities the way the “coolest person you know” would experience it. And establish a platform with content that is fun, shareable and unique

Tone-of-voice embodies these areas:

- 1. Unexpected Content:** The writing is clever and authentic by sharing the secrets of the city
- 2. Authority of Cool:** We know thing and want them to be part of what’s cool
- 3. Like a local:** Our audience should travel like a local—without wasting time wondering
- 4. Rich media:** All types of content will feature imagery and highly “snackable” modules.

CONTENT: THE CONTENT CREATORS



CONTENT: EXAMPLES

HUB: Interview with Marriott Rewards Insiders to discover 'Free Fun for Kids in New Orleans'

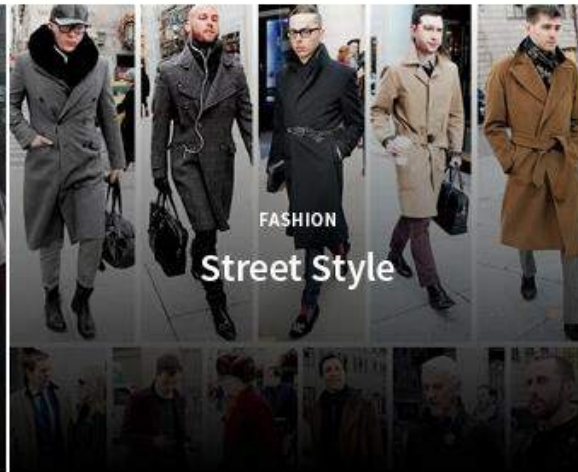
HYGIENE: Infographics that will highlight 'The best places to run in Chicago' and Lists provided by Renaissance Concierges to feature '7 Refuges for Nature Lovers in New Orleans'

HERO: Sonia will travel across the city to help the travel discover well known and unexpected places. Infographics will also accompany this piece in addition to video

HERO



HUB



HYGIENE



CONTENT: SCHEDULE

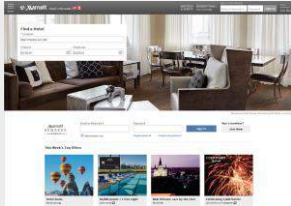
<div>Today</div> <div> <div></div> <div></div> </div>						
SUN	MON	TUE	WED	THU	FRI	SAT
29 01:00pm Stories 41-50 Unassigned 0/5	30 01:00pm New Orleans' Official Cocktail? Ask for a Sazerac Awaiting review 8/8	31 01:00pm A Live Music Spot's Guide to New Orleans Awaiting review 8/8	Apr 1	2 01:00pm Have to Work? 4 Terrific New Orleans WiFi Spots Awaiting review 8/8	3 01:00pm New Orleans Artist Heather Elizabeth On How She Makes Visitors' Favorite Kernels Awaiting review 8/8	4
5	6 01:00pm Underground Sound: Bounce Music in New Orleans Awaiting review 8/8	7 01:00pm Best Handcrafted Cocktails in New Orleans Under review 3/8	8	9 01:00pm Infographic text: What's Your Ideal New Orleans Date? Awaiting review 3/8	10	11
12 01:00pm Stories 41-50 Unassigned 0/5	13	14 01:00pm Where to Find the Best Gumbo in New Orleans Awaiting review 4/8	15 01:00pm New Orleans Artist Heather Elizabeth On How She Makes Visitors' Favorite Kernels Awaiting review 8/8	16	17 01:00pm Stories 41-50 Unassigned 0/5	18 01:00pm Stories 41-50 Unassigned 0/5
19	20 01:00pm How the Locals Eat (?) Under review 3/8	21	22	23 01:00pm Stories 41-50 Unassigned 0/5	24	25
26 01:00pm X Famous Movies Filmed in New Orleans Awaiting review 4/8	27	28	29 01:00pm Masterpieces: A Guide to New Orleans' Best Graffiti Art Being worked on 2/8	30	May 1 01:00pm Dog-Friendly New Orleans: Where to Eat, Sleep, and Play Awaiting review 4/8	2 01:00pm Stories 41-50 Unassigned 0/5
3	4 01:00pm Stories 41-50 Unassigned 0/5	5	6	7 01:00pm Stories 41-50 Unassigned 0/5	8 01:00pm In New Orleans, Brunch is Sacred. Here's Where to Go Awaiting review 8/8	9

DISTRIBUTION – Orchestration of Paid, Owned & Earned

MARRIOTT ***TRAVELER***

DISTRIBUTION: Paid, Owned & Earned Media Plan

OWNED



HOMEPAGE



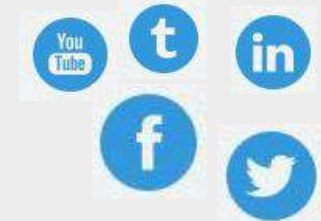
HOTEL PAGES



ENEWS



EMAIL



SOCIAL

PAID

Top NOLA Bakeries
travel.marriott.com
Find Out Where to Taste the Best
Traditional New Orleans Desserts

SEARCH



PAID SOCIAL



DIGITAL MAGAZINES



CONTENT
DISCOVERY



DISPLAY/NATIVE

EARNED



PUBLICITY



INDUSTRY ARTICLES



INFLUENCERS
AMPLIFICATION

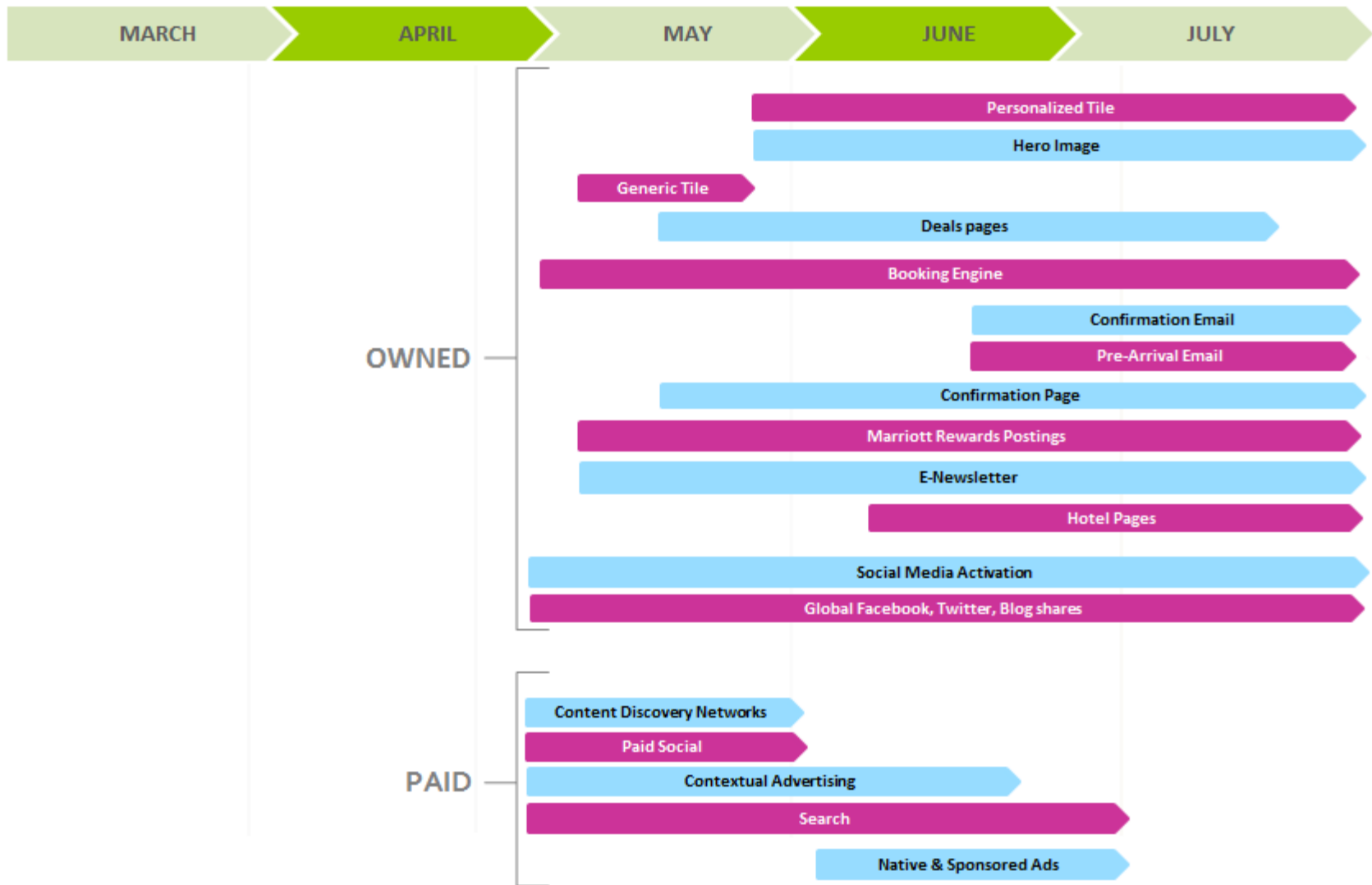


INSIDERS
COMMUNITY

OMG!
MARRIOTT
JUST BROKE
THE INTERNET..

SOCIAL BUZZ

DISTRIBUTION: Media Planning & Execution



DISTRIBUTION: Owned Media Example Highlights



EDITOR'S PICKS

Navigating New Orleans: Cory Ricks on the Secret Side of the Crescent City

by Emily Hingle



“ My genuine love for people and my son. It puts me into a position where I can serve those people and take care of my family.”

*Cory Ricks,
a Renaissance New Orleans Navigator and New
Orleans native*



TRAVELCRAFT MAY 5, 2015

Are You Following Them? Best Chicago Twitter and Instagram Accounts

by Kiki Luthringhausen

Sure you can thumb through that green guide for things to do during your stay in Chicago. But the people that really know ...



FAMILY MAY 4, 2015

5 Totally Free Ways to Have Fun with the Kids in Chicago

by Samantha Lande

Kids may be small, but they're certainly expensive! Luckily, some of Chicago's best attractions are free — or offer a special kid-friendly rate — ...



FOOD & DRINK MAY 1, 2015

6 Questions For Chicago "Plant-vangelist" Jessica Murnane

by Emily Filler

Jessica Murnane wears many hats, both literally and figuratively. The Ohio native and spirited entrepreneur has lived in Chicago for over a decade. Her



SPEAKING OF ... CHICAGO

Chicago's neighborhoods have always been the city's greatest strength.

— Jane Byrne



SPONSORED

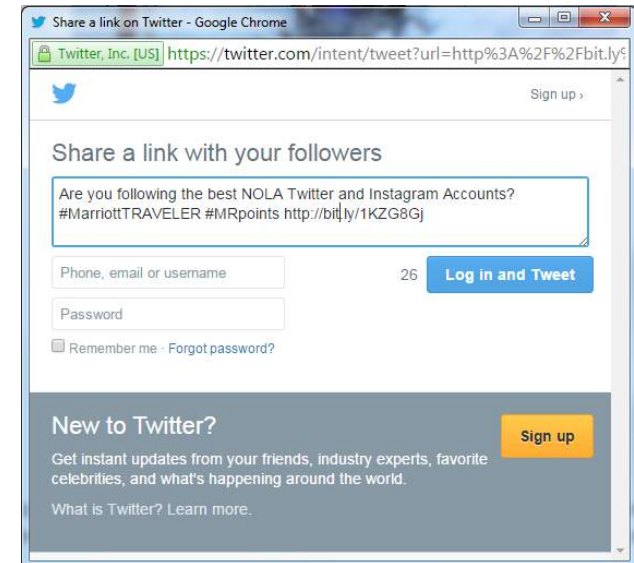
Find the gold standard
of Chicago hotels

[illegible]

DISTRIBUTION: Owned Media Example Highlights

#MRpoints Activation

- Mobile enabled social experience that allows Marriott Rewards members to earn points for sharing Marriott content within their social networks



Photographer @frankrelle finds beauty in eccentricity.

Do you use Twitter or Instagram as your guide when you travel, or just as your travelogue? Share this story and tell us in a tweet, then get Marriott Rewards points. Use #MarriottTRAVELER #MRpoints and [register](#) to earn points instantly.

DISTRIBUTION: Paid Media Example Highlights

Google brunch orlando

About 42,700,000 results (0.32 seconds)

Orlando Brunch Spots - marriott.com
[traveler.marriott.com/Orlando](#)
 In Orlando, Brunch is Sacred. Here's Where to Go When in Town.
 Orlando Free For Kids
 Orlando Food Trucks
 Orlando Hiking
 Orlando Car Free

Brunch near orlando
 Rating Price Hours

Dexter's of Thornton Park
 4.2 ★★★★★ 56 reviews • \$\$ - American
 E Washington St - Casual cafe for American fare
 Opens at 7:00 pm

OLV
 3.5 ★★★★★ 34 reviews • \$\$ - Cafe
 W Crystal Lake St - Modern cafe with a global menu & wine

Cafe Osceola
 4 reviews • \$\$ - American
 Universal Blvd - Resort's upscale-casual American buffet
 Opens at 3:30 pm

[More brunch](#)

Orlando Brunch Restaurants: 10Best Restaurant Reviews
[www.10best.com/destinations/florida/orlando/orlando-restaurants/brunch/](#)
 Get Orlando Brunch restaurants in Orlando, FL. Read the 10Best Orlando Brunch restaurant reviews and view users' Brunch restaurant ratings.

Google food trucks chicago

About 9,960,000 results (0.53 seconds)

Chicago Food Truck Finder
[www.chicagofoodtruckfinder.com](#)
 Find food trucks on the streets of Chicago by time and location. Results are updated in real-time throughout the day.
 Weekly Schedule - Trucks - Boozy Spots - Timeline

Weekly Schedule - Chicago Food Truck Finder
[www.chicagofoodtruckfinder.com/weekly-schedule](#)
 Weekly schedule of the most-popular food truck stops in Chicago.

Chicago Food Trucks | Roaming Hunger
[roaminghunger.com/ch](#)
 Roaming Hunger is the hub for all things street food in Chicago. Find and follow all CHI food trucks and food carts live!

Chicago Food Truck Fest
[www.chgofoodtruckfest.com](#)
 Wendy Williams previewing Chicago Food Truck Fest at US Cellular Field, Chicago
 Food Truck Fest 2015. Dates: Saturday, June 27th & Sunday, June 28th, ...

18 Awesome Chicago Food Trucks | Chicago magazine ...
[www.chicagomag.com/Radar/Dish/May...Chicago-Food-Trucks/](#)
 Chicago - May 30, 2015 - Here's where to find the best food trucks in Chicago this summer, and what to order when you get to the window.

FoodTruckCorner: Chicago Food Trucks
[www.foodtruckcorner.com](#)
 Find your favorite Chicago food trucks all in one place.

Chicago Food Trucks
[traveler.marriott.com/Chicago](#)
 Discover The Best Of Chicago Food Trucks and Where To Find Them.

Food Trucks Chicago
[www.roscoewesterngarage.com/](#)
 Food Trucks In Chicago
 Contact Us Today.

Food Trucks for Sale
[www.customconcessionsusa.com/](#)
 Create your own custom food truck and start your mobile vending sales

Starting A Food Truck?
[www.j.org/vending](#)
 Before you start a mobile business, research the laws in your city
[See your ad here >](#)

Google things to do in orlando

Web Maps Shopping Images Videos More Search tools

Orlando > Points of Interest

SeaWorld Orlando Universal Orlando Magic Kingdom Islands of Adventure Disney's Animal Kingdom Disney's Hollywood Studios Epcot Universal Studios Florida The Wizarding World of Harry Potter

Things to Do in Orlando - Orlando's Official Tourism Website
[www.visitflorida.com/things-to-do](#)
 Find Things To Do While You're Here
 Visit Orlando has 1,231 followers on Google+
 Things to Do
 Popular Attractions
 Free Visitor Guide
 Theme Park Tickets

Orlando
 City in Florida
 Orlando, a city in central Florida, is home to more than a dozen theme parks. Chief among its claims to fame is Walt Disney World, comprised of 4 parks, including Magic Kingdom and Epcot, and 2 water parks. Another major player, Universal Orlando, offers 2 parks, Universal Studios and Islands of Adventure, with the Wizarding World of Harry Potter straddling both.
 Area: 110.7 mi² (286.7 km²)
 Weather: 85°F (29°C). Wind NW at 11 mph (18 km/h). 39% Humidity
 Hotels: 3-star averaging \$120. 5-star averaging \$350 [View hotels](#)
 Local time: Thursday, 1:56 PM
 Population: 255,483 (2013)
 Colleges and Universities: University of Central Florida. [More](#)

Chicago Gluten-Free - marriott.com
[Ad traveler.marriott.com/Chicago](#)
 Discover Our Curated List of Top Gluten-Free Spots in Chicago.


9 Fun, Kid-Friendly Things to Do in Chicago
 Chicago offers amazing adventures the whole family will adore. Here are nine of our favorite places to explore.
 Marriott Hotels & Resorts Sponsored

The 5 Best Things to Eat When You're in Orlando
 So while the city may not have a signature dish, these five foods are indicative of the most delicious eats Orlando has to offer.
 Marriott Hotels & Resorts Sponsored

When in Orlando, Brunch Like You Mean It
 Marriott Hotels & Resorts Sponsored

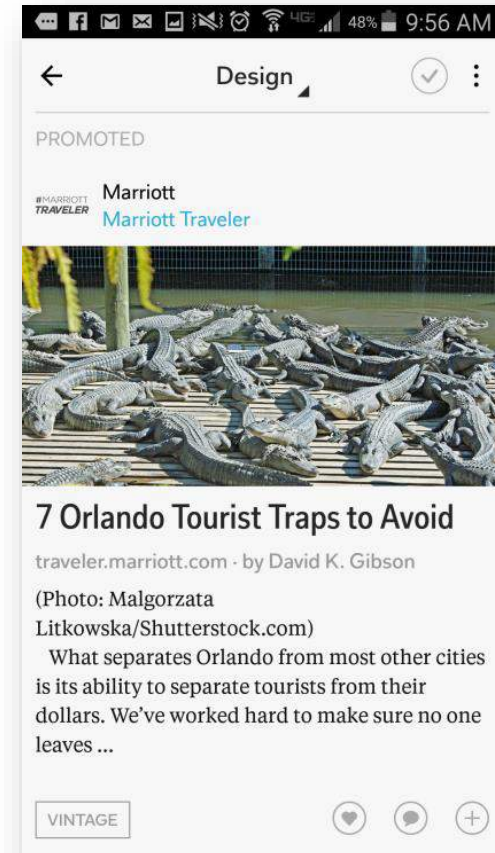
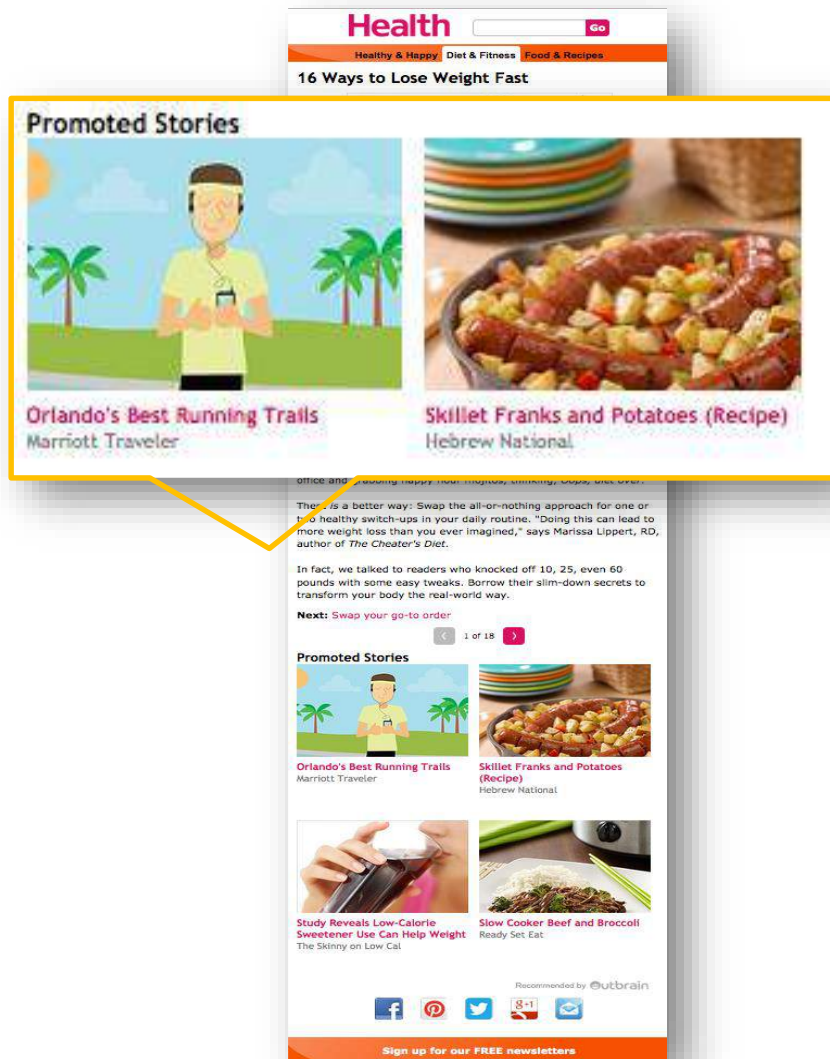
Sponsored

Where to Find the Chicago Blues and Feel Real Good



Marriott Hotels & Resorts [More](#)

DISTRIBUTION: Paid Media Example Highlights



MEASURED IMPACT – So what happened?

MARRIOTT *TRAVELER*

MARRIOTT TRAVELER KEY STATS

+61K SITE VISITS

+2K SOCIAL INSTANCES

+400 BOOKINGS
14 DAY PERIOD

AVERAGE ATTENTION TIME **1MIN 20s**

67% SMARTPHONE USERS:
7% TABLET **32%** DESKTOP

MEASURED IMPACT: Driving awareness through earned

MARRIOTT TRAVELER

INDUSTRY FIRST TRAVEL LIFESTYLE PUBLICATION



Behind Today's Launch of Marriott's New Digital Travel Magazine

Greg Oates, Skift
@gregoates



Marriott Launches Online Travel Guide

by Tanya Gazdik Iovlin, 10 hours ago

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brandchannel

always branding. always on.



<< older | newer >>

branded content

Marriott Traveler Is Next Step for the Chain's Branded Content

Posted by Data Buzz on March 23, 2015

HOTELS

THE MAGAZINE OF THE WORLDWIDE HOTEL INDUSTRY



HOME EDITORIAL ARCHIVE BLOGS SUBSCRIBE

NEWS

Marriott launches digital magazine

Facebook Tweet LinkedIn Email ShareThis
Comment email editors Print



The Washington Post

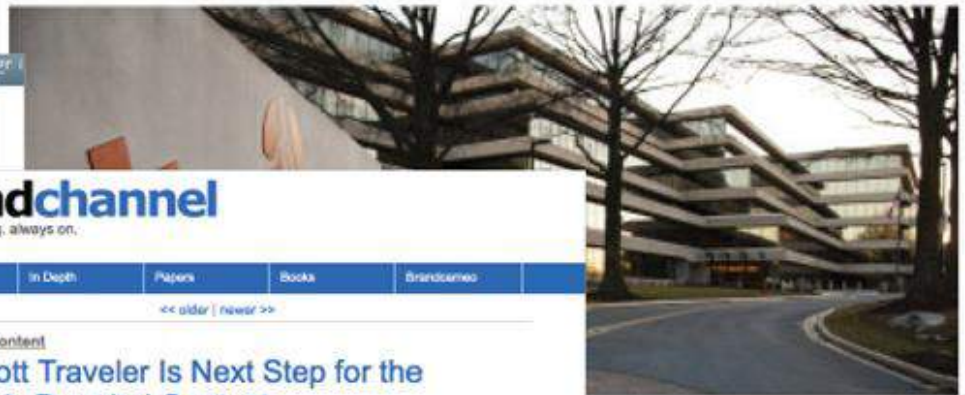
Capital Business

Marriott launches new travel guide site to woo younger travelers



Flash out-of-date

A Print 0



WASHINGTON BUSINESS JOURNAL

News People Events Jobs Resources Store

With new digital magazine, Marriott aims to be world's largest publisher of traveler content

Mar 23, 2015, 2:44pm EDT | UPDATED: Mar 23, 2015, 5:20pm EDT

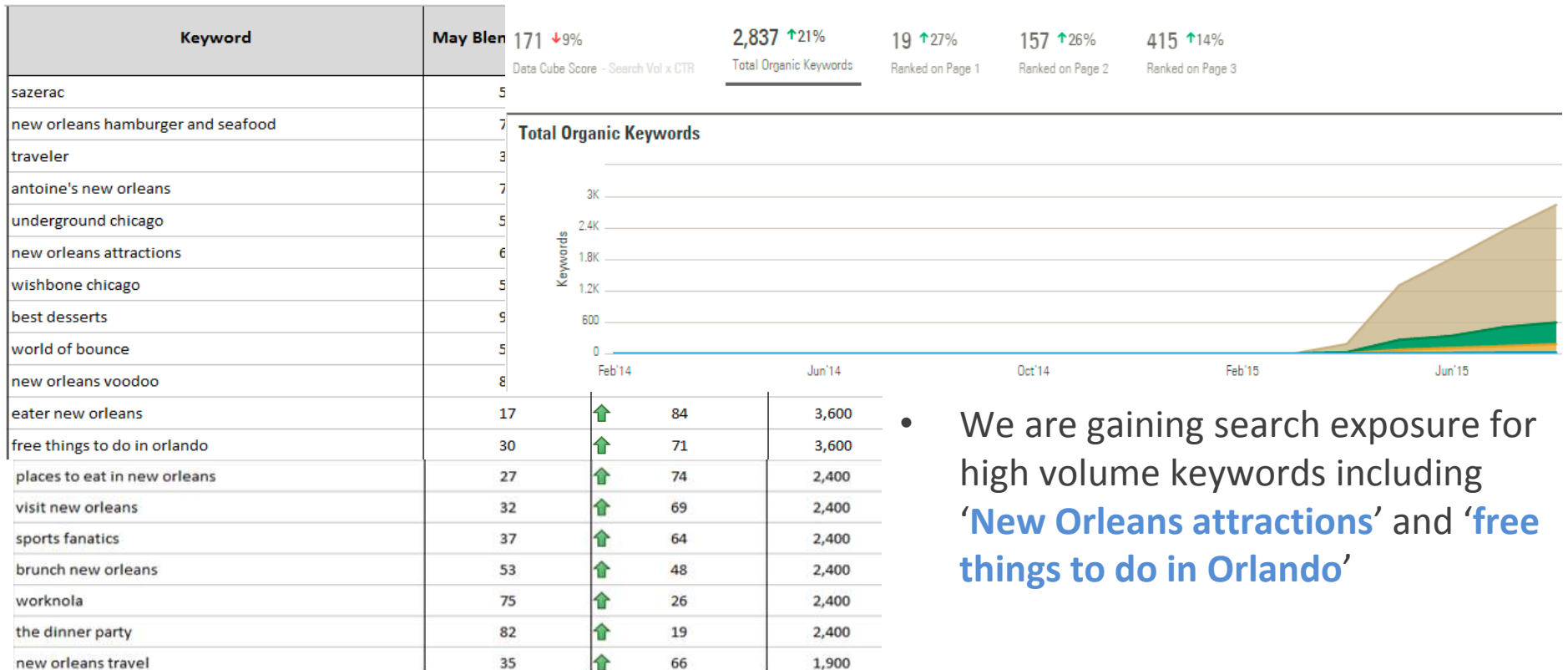
Sprint Business

MEASURED IMPACT: Search visibility

- Grew keyword rankings by 600+ in the first 30 days

Google US traveler.marriott.com

Overview High Ranking Keywords Long Tail Keywords Content Strategies Site Comparison



- We are gaining search exposure for high volume keywords including **'New Orleans attractions'** and **'free things to do in Orlando'**

Source: Google, Yahoo, Google Analytics 3/25 – 5/30/15

MEASURED IMPACT: User feedback

“This content is DEFINITELY Millennial-driven and is so great! Especially since Marriott is trying to re-brand itself as a travel company, and not just a hotel company.”

“In the past it felt like Marriott was more concerned with selling rooms than travel experiences.”



69% agreed it was easy to navigate around the site

We should take away the Marriott branding.

13 Lessons Learned – How to make it all work better

MARRIOTT ***TRAVELER***

1. Know who is owning the project

2. Have a clear project manager

3. Plan meticulously

4. It will never go as planned

5. So be ready to fail fast and react

6. Paid distribution is important, but you've got to earn it

7. Make the content rich and repurposable

8. Think mobile first

9. Clearly define success metrics

10. Create authentic content

11. Listen and monitor your readers feedback

12. Turn your customers into brand advocates

13. Think long-term

LESSONS LEARNED: The 13 Things You Need to Know

1. Know who is owning the project
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Share

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